



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u> 566222 /		<u>Alt Order #</u> 07894903
<u>Product</u> HIRSCHBIEL/CD2/D		
<u>Contract Dates</u> 08/07/12 - 08/13/12		<u>Estimate #</u> 106/113/1552
<u>Advertiser</u> Hirschbiel/D/State House		<u>Original Date / Revision</u> 08/10/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 106	<u>Product Code</u> 113
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	3	08/07/12	08/10/12	NewsChannel 3 News	5-6am		:30			NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$120.00			
2	3	08/07/12	08/10/12	NewsChannel 3 News	6-7am		:30			NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$185.00			
3	3	08/07/12	08/10/12	CBS This Morning	7-9a		:30			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$140.00			
4	3	08/11/12	08/11/12	Early Show Saturday	9-11am		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$100.00			
5	3	08/12/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$280.00			
6	3	08/07/12	08/12/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				1	\$270.00			
7	3	08/07/12	08/12/12	Price Is Right	11am-12n		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$415.00			
8	3	08/07/12	08/10/12	NewsChannel 3 News	12n-1230pm		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$295.00			
9	3	08/07/12	08/10/12	CBS Daytime	1228-3pm		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				2	\$295.00			
10	3	08/07/12	08/10/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$200.00			
11	3	08/07/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Dates	Product	Estimate #
08/07/12 - 08/13/12	HIRSCHBIEL/CD2/D	106/113/1552

Advertiser	Original Date / Revision
Hirschbiel/D/State House	08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
12	3	08/07/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$330.00			
13	3	08/07/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	3	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$310.00			
14	3	08/07/12	08/12/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$485.00			
E 15	3	08/11/12	08/11/12	Newschannel 3 News	6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$120.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/06/12-08/12/12	Newschannel 3 News	6-630pm	-----Sa--	:30		\$120.00	NM		
	Credited											
E 16	3	08/12/12	08/12/12	Newschannel 3 News	630-7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$140.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/06/12-08/12/12	Newschannel 3 News	630-7pm	-----SL	:30		\$140.00	NM		
	Credited											
17	3	08/07/12	08/07/12	NCIS	8-9pm		:30			NM	1	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$1,470.00			
18	3	08/07/12	08/10/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$540.00			
19	3	08/11/12	08/12/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----SS				1	\$365.00			
20	3	08/07/12	08/10/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$165.00			
21	3	08/13/12	08/13/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$140.00			
22	3	08/13/12	08/13/12	Let's Make A Deal	9am-10am		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$270.00			
23	3	08/13/12	08/13/12	NewsChannel 3 News	5-6am		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$120.00			
24	3	08/13/12	08/13/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$140.00			
Totals											48	\$14,545.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	48	\$14,545.00	\$12,363.25
Totals	48	\$14,545.00	\$12,363.25

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Signature: _____

Date: _____

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